

2070173731

Bayliss, Elissa L.

From: Gable, Dominique
Sent: Wednesday, December 23, 1998 1:15 PM
To: Schwartz, Linda H.
Cc: Bayliss, Elissa L.; Berner, Vicki A.; Platt, Waddy H.
Subject: RE: Marlboro Name Generation



Linda:

Name Gen '99 program grid

Attached, please find the completed name generation chart. Please note the following changes to the chart:

1. I have made some clarifications to the 3 Bar Ranch categories. I have updated what they refer to in the notes.
2. I have added an additional category to the Racing portion. I explain them in the notes also.
3. I have not completed the POS# for the BREs for Ranch and Racing school because all of the entries will be sent first to DL Blair (the sweepstakes fulfillment house). It has not been determined yet as to how these entry forms will be sent to our keying vendor. We are looking into this. In addition, I did not know if we just assign one POS# for all BREs or per category.
4. We will only have one POS# for the generic name generation surveys. We determined that it does not make sense to have different POS#s if you have a count sheet with the promotion information (also, it would cost us a lot more \$ to have to do separate printing runs for each POS#).

In regards to the count sheet, the only change that needs to be made is to the Category section. The categories should be as follows:

Marlboro Bar Nights
Marlboro Bar - Resorts
Marlboro Bar - Music
Marlboro Bar - Racing School
Marlboro Bar - On-Site

As far as the generic name gen surveys are concerned, I am working with LBC on a new survey and will route it to you when I receive the keyline. LBC has been informed of the changes to the survey that you supplied us.

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As far as the BRE and count sheets are concerned, that is something that I believe direct works on.

If you have any questions, please let me know.

Dominique